

# San Francisco Region

San Francisco County



## REGIONAL LEAD AGENCIES

### California Project LEAN

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**SAN FRANCISCO FOOD SYSTEMS COUNCIL—c/o SFDPH-EHS***Food Security Special Project***Paula Jones**

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**Grant Amount:****\$40,000****Year First Funded:****FFY 2002**Target Audience

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (31%); African American (8%); Latino (14%); Native American (0.5%); Pacific Islander (0.5%); Caucasian (46%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

School; City-wide coalition meetings

Partners

Schools; School Food Service; Local Health Department; Local Department of Social Services; Community based organizations

Description

This first year food security project in San Francisco is aimed at achieving broad goals aimed at building and expanding a community-wide food system, a strong food systems council, and a farm-to-school food and nutrition program as an alternative to traditional food service operations in the San Francisco Unified School District.

Specifically, the project, under the aegis of the San Francisco Department of Health with oversight from the San Francisco Foundation Community Initiative program, seeks to develop and coordinate a Food Systems Alliance (FSA) consisting of at least 200 stakeholders, the development of outreach and recruitment materials, the design and implementation of a wide variety of outreach techniques, and the convening of several meetings for the establishment and operation of the FSA. The project will then evaluate the outcomes of activities and meetings and report to the Health Commission and Alliance members.

The project will also increase food system awareness, food assessment activities, federal nutrition assistance program usage, and food project planning activities carried out by individuals and agencies within the City and County of San Francisco. A San Francisco Food System Guidebook will result from this process and the guidebook will be reproduced and distributed to stakeholders.

Finally, the project will engage in a study and strategic planning for a farm-to-school project in the San Francisco Unified School District (SFUSD) through an in-depth identification of assets and needs of the district via a food service survey. Survey findings and analysis will provide the basis for a report to a wide variety of interested individuals, groups and stakeholders for the development of a possible plan of action and its implementation in the second year of the project.

## SAN FRANCISCO UNIFIED SCHOOL DISTRICT—SCHOOL HEALTH PROGRAMS DEPARTMENT

*LIA—School/District Channel*

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**Local Share:** **\$1,067,528**  
**State Share:** **\$533,764**  
**Year First Funded:** **FFY 2001**

### Target Audience

- Ages: PreKindergarten; Grades 1-5
- Ethnicities: Asian (28%); African American (18%); Latino (24%); Native American (1%); Pacific Islander (11%); Caucasian (5%); other non-white (13%)
- Language: Spanish, Cantonese, English

### Settings

School

### Partners

5 partners from: Schools; School Food Service; College/University; University of California Cooperative Extension; Dairy Council of Calif.

### Description

On January 17, 2003 the San Francisco Unified School Board unanimously passed a resolution to ban soda and unhealthy snack foods from K-12 schools, beginning Fall 2003. They agreed to form a task force on childhood obesity, physical activity and other health concerns. In the spirit of this resolution the Nutrition Education Project at SFUSD is moving forward to educate students, teachers and families. The program is being implemented this year in 7 elementary schools. The Site Nutrition Coordinators at each school are modeling nutrition lessons in K-5 classrooms, to encourage students to include fruits and vegetables in their diet. The Site Coordinators are planning Family Nutrition Nights and are holding parent education classes, to discuss healthier ways of eating. The Project has begun to affect change in traditional fund-raising activities and is working with teachers and families to develop school and classroom snack policies.

The Nutrition Project has formed partnerships with other SFUSD programs and community-based organizations. The Nutrition Coordinators model cooking and physical activity promotion lessons in the after-school program and coordinate with District Health activities, such as Spring Into Health Month and Jump Rope for Heart. The Project works with community-based organizations, such as UC Cooperative Extension and the Dairy Council of California. SFUSD is part of a feasibility study to begin linking to local farms and bringing fresh produce into the schools. With a strong commitment to professional development the Project has held workshops for classroom teachers to empower them to change their own health, serving as role models to their students and increasing understanding of comprehensive nutrition education and physical activity promotion.

**SAN FRANCISCO, CITY AND COUNTY OF, DEPARTMENT OF PUBLIC HEALTH***California Project LEAN Regional Lead Agency***Maria R. LeClair, MPA, RD**30 Van Ness Suite 220  
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**Grant Amount:****\$61,180****Year First Funded:****FFY 2000****Target Audience**

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (5%); African American (5%); Latino (85%); Caucasian (5%)
- Language: Spanish, English

**Settings**

Community Center; Clinic; Farmers' Market

**Partners**

6 partners from: Schools; Local Health Department; Project LEAN; University of California Cooperative Extension; Community Health Clinics; Community Based Organizations

**Description**

As the San Francisco Project LEAN Lead Agency, San Francisco City and County Department of Public Health coordinates the regional Mission Latino Families Partnership to address community issues related to nutrition and/or physical activity, and serves as the expert for media inquiries and activities. The region will conduct and evaluate a Community-Based Social Marketing Project to impact consumption of fruits and/or vegetables in a specific segment of the community, low-income adults in the Mission District of San Francisco. The region is working to strengthen communication and partnership with *Network*-funded projects, and works closely with Bay Area LEAN and regional partners in community activities and State-sponsored media campaigns such as National 5 A Day Week.

**SAN FRANCISCO, CITY AND COUNTY OF, DEPARTMENT OF PUBLIC HEALTH***LIA—Local Health Department Channel***Maria R. LeClair, MPA, RD**30 Van Ness Suite 220  
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**Local Share: \$482,939****State Share: \$242,484****Year First Funded: FFY 1998**Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Bosnian

Settings

Community Center; Clinic; School; Farmers' Market

Partners

Schools; Local Department of Social Services; Substance Abuse Treatment Program; Local Media &amp; Other Community Programs

Description

The "Feeling Good" Project continues to develop partnerships with community organizations to provide nutrition education classes and educational materials to low-income populations in San Francisco County, including members of the Spanish-speaking, Chinese, Vietnamese, and Bosnian community. Over 40,000 San Francisco County residents were reached through community interventions last year and 33,755 pamphlets were distributed. The region collaborates with 57 partners and participates in numerous local cultural and community events to promote healthy eating and physical activity. One example of collaboration was the "In Sickness and In Health" conference in May 2003, featuring the role of folic acid in health promotion and the prevention of chronic diseases.

**SAN FRANCISCO, CITY AND COUNTY OF, DEPARTMENT OF PUBLIC HEALTH***PCFH Healthy Eating and Childhood Overweight Prevention Grant***Eric Hernandez****Grant Amount:****\$96,553**

Nutrition Services

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Target Audience

- Ages: PreKindergarten; Grades 1-4; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Community Center; Boys and Girls Clubs of San Francisco

Partners

7 partners from: Regional 5 a Day–Power Play! agencies; Local Head Start and State Preschool programs; City and County Recreation and Parks Departments; Boys and Girls Clubs of San Francisco; City and County Child Care Health Project; Latino Steering Committee; local after-school programs

Description

Using social marketing strategies, review of recent literature and input from influential community members, the City and County of San Francisco Department of Public Health Nutrition Section intends to conduct a planning and intervention project focusing on pediatric overweight prevention in the Latino community. The goals of the “Coma bien-Viva mejor!” (“Eat well-Live better”) project are to: (1) Collaborate with partners in developing a bilingual (Spanish)/ bicultural nutrition education curriculum that is innovative, engaging, family centered and culturally competent. The curriculum will include workshops for parents and activities for children; (2) Facilitate the integration of all or parts of the curriculum into existing community projects and programs, such as in pre-schools, after-school programs, City & County public health programs and parent groups of the target population; and (3) Coordinate a one-day conference to influence health providers in multifaceted approaches for prevention and treatment of overweight children. Through the above process, community resources and partnerships will be strengthened in problem solving to improve nutrition education and physical activity promotion programs for low-income families. In addition, the project will work with partners to identify local environmental factors that contribute to overweight status in children. The curriculum and any materials developed can be made available for distribution statewide through the CHDP Nutrition Subcommittee, the State WIC Branch, and other networks serving Latino children and parents.